CLAIM AMENDMENTS

<u>IN THE CLAIMS</u>

This listing of the claims will replace all prior versions, and listings, of claims in the application or previous response to office action:

1 (**currently amended**). A method of providing web site content to a web site ~~customer~~ <u>user</u>, comprising the steps of:

collecting ~~customer~~ <u>user</u> data ~~about the customer's demographics and commercial preferences~~ during one or more prior visits by the ~~customer~~ <u>user</u> to the web site;

~~storing customer models in a models database accessible by a web site host~~;

~~storing a number of alternative web content formats, including a default format, in a content database accessible by the web site host;~~

receiving a web site request from the ~~customer~~ <u>user</u>;

identifying the ~~customer~~ <u>user</u>;

accessing the ~~customer's customer~~ <u>user's user</u> data, based on the identifying step;

determining whether the ~~customer~~ <u>user</u> data matches one of ~~the~~ <u>a plurality of</u> ~~customer~~ <u>user</u> models <u>stored in a models database accessible by a web site host</u>;

if the ~~customer~~ <u>user</u> data matches a model, selecting a web content format corresponding to that model;

if the ~~customer~~ <u>user</u> data does not match a model, selecting the default format; and

downloading web content corresponding to the selected web content format to the ~~customer's~~ <u>user's</u> web browser <u>wherein the web content format influences visual aspects of a manner in which the downloaded web content is presented to the user</u>.

2 (**currently amended**). A method of providing web site content to a user of a web browser, comprising the steps of:

collecting ~~customer~~ <u>user</u> data about the user's consumer preferences during one or more visits by the user to the web site;

~~storing customer models in a models database accessible by a web site host;~~

storing a number of alternative web content formats in a content database accessible by the web site host;

receiving a web site content request from the user;

identifying the user; accessing the user's ~~customer~~ <u>user</u> data, based on the identifying step;

matching the user's ~~customer~~ <u>user</u> data to one of ~~the~~ <u>a plurality of</u> ~~customer~~ <u>user</u> models <u>stored in a models database</u>;

selecting a web content format corresponding to the model matched in the preceding step; and

downloading web content corresponding to the selected web content format to the web browser <u>wherein the web content format influence visual aspects of a manner in which the downloaded web content is presented to the user</u>.

3 (currently amended). The method of claim 2, wherein ~~at least one of the models is a savings focused model~~ <u>the plurality of user models are selected from the group of models consisting of a cost focused model and a technology focused model</u>.

4 (currently amended). The method of claim ~~2~~ <u>3</u>, wherein ~~at least one of the models is a cost focused model~~ <u>matching the user's user data to one of a plurality of user models comprising (a) matching the user's user data to a cost savings model when the user data indicates the user is more concerned with cost control than with new services and (b) matching the user's user data to a technology focused model when the user data indicates the user is more concerned with new services or features than with cost control</u>.

5 (currently amended). The method of claim ~~2~~ <u>4</u>, wherein ~~at least one of the models is a technology focused model~~ <u>wherein the web content format corresponding to the cost</u>

savings model includes content emphasizes cost savings and the web content format corresponding to the technology focused model emphasizes new services or features.

6 (**currently amended**). The method of claim 2, wherein ~~at least one of the web content formats is a savings focused format~~ the plurality of user models are selected from the group of models consisting of a cost focused model, a savings focused model, and a technology focused model.

7 (original). The method of claim 2, wherein at least one of the web content formats is a cost focused format.

8 (original). The method of claim 2, wherein at least one of the web content formats is a technology focused format.

9 (original). The method of claim 2, wherein the web content format determines at least the arrangement of the web content.

10 (original). The method of claim 2, wherein the web content format determines at least the information contained in the web site.

11 (**cancelled**).

12 (original). The method of claim 2, wherein the matching step is performed while the user is on line to the web site.

13 (original). The method of claim 2, wherein the collecting step is performed while the user is on line to the web site.

14 (**currently amended**). A system for providing web site content to a user of a web browser, comprising:

~~a customer data database operable to store data about the user's consumer preferences;~~

~~a models database operable to store a number of customer models;~~

~~a web content database operable to store a number of alternative web content formats for the web site; and~~

a web site host operable to access ~~the~~ <u>a</u> customer data database <u>operable to store data about the user's consumer preferences</u>, ~~the~~ <u>a</u> models database <u>operable to store a number of customer models</u>, and ~~the~~ <u>a</u> web content database <u>operable to store a number of alternative web content formats for the web site</u>, and further operable to: receive an identifier of ~~each~~ <u>a</u> user that accesses the web site; ~~to~~ assign the user to a model[[,]] based <u>at least in part</u> on the user's customer data; ~~to match the model to~~ <u>select</u> a web content format <u>based at least in part on the assigned model wherein the selected web content format influences visual aspects of web content data presented according to the web content format</u>, and ~~to~~ download the matched web content format to the user's web browser <u>for presentation to the user</u>.

15 (original). The system of claim 14, wherein the models database stores one or more customer models from the following groups: cost focused, savings focused, and technology focused.

16 (original). The system of claim 14, wherein the web content format database stores one or more web content formats from the following groups: cost focused, savings focused, and technology focused.

17 (original). The system of claim 14, wherein the web site host is operable to collect customer data during visits of customers to the web site.

18 (original). The system of claim 14, wherein at least one of the web content formats is a default format.

19 (original). The system of claim 14, wherein the web site host assign the user to a model and matches the model to a web content format while the user is on-line to a web site.